

Rep Order# 9804823 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 571164

Printed: 08/30/2012 2:07 PM  
Last Received: 08/30/2012 1:38 PM  
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL  
Product LOVE FOR UT-CD 4  
Estimate# 828903  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/828903  
Flight Dates 08/28/2012 - 09/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS CF CHANGES LN'S 4,9

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	M	11A-12P	NEWS	:30	\$250.00	09/03-09/03	2	1	2	\$500.00	
Rating: 1.7												
Sales Remark: V5 REVISED. 1X AS MG FROM LN 9												
V5 More than 2 codes changed												
	*9	SA	10P-1035P	SEINFELD	:30	\$250.00	09/01-09/01	0	0	0	\$0.00	
Rating: 1.5												
Sales Remark: V5 NA MG LN 4												
V5 Comment Changed, Spots/week Changed												

---REPORT TOTALS---

Report Totals: 2 / \$500.00

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$9,625.00

Sales Totals: 16 / \$9,625.00

Station Totals: 16 / \$9,625.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$71,402

CABL

0%

KDLJ

0%

KJZZ

0%

KSL

42%

KSTU

13%

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KTVX 18% KUCW 0% KUTV 26% UNKB 0% UNKN 0%

Books null  
Demos RA35+